



Wednesday 14th July 2021 Bi-Monthly meeting – DRAFT Minutes

Present (On Zoom):

Mick Hutton (Meeting Chair, FBA Member) - Guitar Coach Suffolk

Lisa Hamon (FBA Management Committee Treasurer) – LA Global Management

Jenny Stockman (FBA Management Committee) – Framlingham Technology Centre, East Suffolk
Business Connected

Jacqueline – FBA Secretary and Association Co-ordinator

Apologies:

Jenny Labbett – (FBA Management Committee) Renaissance Training/Jenny Labbett Computer
Services

James Overbury - Deputy Clerk, Framlingham Town Council

Cllr John Jones – Framlingham Town Council Councillor, Development and Strategic Planning
Chair

Kelvin Gibbs (FBA Management Committee) – Charnwood Milling Company Ltd, Micronizing
Company UK Ltd

Keith Snowdon (FBA Management Committee) – Keith Snowdon Web Design Ltd

Meeting Chaired by Mick Hutton. Meeting commenced at 6.00pm.

1. Attending and Apologies –

Please see above.

2. Minutes from the last meeting 19th May 2021 - for approval

These were approved in advance by LH and JL, now on FBA website.

3. Matters Arising from the last meeting – 19th May 2021

FBA Storage has been tidied, thanks to KG.

Wall plate and bracket to be sorted, need to check the Christmas baubles, star topper and need to dispose of broken lights.

ACTION: JW to contact Charnwood about the wall plate and bracket.

4. FBA Management Committee

FBA Mission Statement – MH commented the FBA role had changed particularly during the pandemic and it was a good time to review.

Two draft Mission Statements, plus research by JL, had been shared by the committee. It was agreed a Mission Statement should reflect FBA purpose, primary goals and objectives not what is specifically being done currently. The statement will evolve with the People and Places Action Plan (See agenda item 6). A Vision Statement would reflect where FBA hopes to be in the future with long term goals.

LH commented both Mission Statement drafts were good but need an initial sentence and a brief paragraph (about 4 sentences), and both Mission Statement and a Vision should be focused. It was agreed that connectivity and communication to keep businesses informed in Framlingham and the surrounding area were key. FBA communicate and inform on the newsletter and website, MH commented this shows what FBA is about, and goals of what to deliver is in the detail. LH suggested a statement that conveys 'FBA Connects and Informs Businesses in and around Framlingham'. JS commented that connecting and informing has the purpose of economic growth for the area. MH commented the community aspect can be incorporated and FBA can support rather than arrange events alone, and events should have benefits for businesses. JS commented event attendees may not always directly impact all businesses during an event but feedback to FBA is that visitors plan return visits as a result of attending the event. The benefit for trade and visitors can appear initially indirect but together with Wi Fi stats information, it is hoped that businesses will support and want to be involved in events.

LH commented we need to tell people what's in it for them, and suggested the committee further research mission statements by other organisations such as The Alzheimer's Society.

The Mission Statement and Vision can be integrated into the website, membership marketing pack for membership growth, into the renewal process and for the AGM.

ACTION: Management Committee to have email discussion on the final wording on the Mission Statement, including LH strapline, and what our Vision for the future is.

ACTION: Management Committee to finalise at the 18th August Management Committee meeting.

Meetings 2020/21 – It was agreed FBA Management Committee meetings will continue on zoom at 7.00pm as it is more convenient. MH investigating the use of Framlingham Castle Bowls Club for the November meeting.

ACTION: MH to report back and JW look at booking.

AGM 2021 – JW will produce the usual reports and work with the Treasurer on the finance reports, a Chairs report is also required.

ACTION: JS agreed to draft a Chairs report, with additional data from committee as required.

2020-21 Plans – LH commented that small event planning still faces some uncertainty but it would be good to plan one event before the end of the year, the opportunity to network is useful -especially post Covid19 and Brexit. One event considered was a Cheese and Wine Evening, potential ways to run the event and costs to be researched.

ACTION: LH to speak to a potential venue for advice and availability.

ACTION: Small events plans to be regularly reviewed as an agenda item at upcoming FBA Management Committee meetings.

2022 Events – To note 2022 events

Queens Platinum Jubilee 02/06/22 to 05/06/22 (<https://www.royal.uk/platinum-jubilee-central-weekend> <https://www.gov.uk/government/news/extra-bank-holiday-to-mark-the-queens-platinum-jubilee-in-2022>), Birmingham Commonwealth Games 28/07/22 to 08/08/22 (<https://www.birmingham2022.com/>), Festival UK 2022 (<https://www.festival2022.uk/> and <https://www.gov.uk/government/news/10-teams-to-lead-celebration-of-creativity-and-innovation-in-2022>) and possibly a Suffolk Festival.

ACTION: Keep an eye on updates, inform members of dates.

5. Framlingham Town Council Update

The link to the current FTC newsletter is: <https://framlingham.com/newsletter/>

To note FTC is keen to have a Framlingham Christmas event with everyone involved, welcoming FBA ideas. FBA Management Committee had discussed and responded to FTC, agreeing an event involving all local organisations working together would be good, and had given some event ideas and some organisation information. FTC had shared some initial ideas they had. FTC and FBA will be making contacts with groups.

ACTION: JW to email JO regarding relevant updates from FTC for FBA membership on Christmas event, CCTV, Parking, 'Welcome Back' funding, and FBA rep.

6. Business Items of Interest

Framlingham Wi Fi and People and Place Project – There was a 12th July meeting with ESC, FTC and FBA. The discussion had covered Framlingham Wi Fi, and the People and Places project with attached £10K funding – for which an action plan is required. Projects must have an economic impact.

Wi Fi – FBA have a marketing plan draft but not yet costings. JS has a recommended contact able to give a quote for the Wi Fi newsletter and social media, this was agreed. This could be funded by the remaining Digital Grant and perhaps from the P&P funding stream.

ACTION: JS to request a quote.

People and Places have produced a draft “Framlingham Town Centre Forward Framework” which includes themes and issues to consider. These include: Co-ordination and Communication; Events, Marketing and Digital Development; Planning, Parking and Travel. The document is being shared with the FBA Committee. The document is based on research including community and business surveys and observation and the FTC Neighbourhood Plan.

ESC can offer support to FTC and FBA for projects going forward and touched on the projects other towns are looking at, for example it may be possible to employ /share a town centre or event co-ordinator. It is likely that an initial project or a few smaller projects can go forward utilising the £10K funding and that further projects would follow using different funding streams.

FTC are to look at the draft framework report and then meet with FBA to discuss what both organisations feel about projects to focus on. This will happen over the summer and both will meet again with ESC in September. JS highlighted there is a lot of potential, and looking at events and town centre co-ordinator that could produce income for FBA. Events could involve young people’s interests such as gaming by utilising the free Wi Fi.

ACTION: FBA Management Committee to look as soon as possible at the draft P&P Framework and at priorities that would generate interest in and benefit for the town and businesses.

ACTION: FBA to meet FTC at their invitation to before meeting ESC to take the P&P project forward.

FTC Covid19 Response – FBA formally thanked the Covid19 Response Group for all their hard work for the community and businesses. FBA attended the most recent meeting on 7th July, removing the old Covid19 signage and the potential replacement signs were discussed and FBA is to see potential sign designs. FBA again gave feedback that members feel it is important for signs to welcome and to thank for continuing efforts to keep everyone safe. Post 19th November FTC will continue to monitor the Covid19 response.

7. Marketing/Online presence

Currently this relates mostly to the membership drive, the Wi Fi and People and Places work.

FBA Website – An improvement for an Offers and News page for members is planned.

ACTION: Review progress at the next meeting.

8. FBA Membership

Membership - as at 14/07/21 total membership represented 57 businesses. The Management Committee are working to increase membership during 2020/21.

FBA Membership Drive – FBA have an ESC grant to increase membership, will continue to work on to increase membership from Framlingham and the surrounding area. The related membership fee would be considered alongside FBA membership fee protocols.

ACTION: JW to continue to create a contact document.

ACTION: Committee to look at the digital marketing pack.

FBA Membership Fee 21/22 – As for the last membership year an early bird loyalty discount was discussed.

Last year's discount had reduced overall total membership fee by £624.75, FBA need to be mindful of fixed cost items such as email and website hosting, and insurance. A 20% discount for existing members was agreed. It was also agreed that if possible the new Mission Statement would be ready for the renewal process, perhaps on the covering email.

ACTION: LH to draft a final version of the new Mission Statement for management committee approval.

9. FBA Finance/Banking

As at 14/07:

Community a/c - £1316.42

Saver a/c - £9625.95

Total - £10942.37

Includes ring fenced amounts - £320 HOD, £1213.63 Digital Grant, £500 for small events, £2229.20 ESC grants membership and laptop, gazebo, and money towards grant applications to FBA.

June Finances:

June In: Total £0.00

June Out: £233.75 (admin) Total: £233.75

FBA Insurance –

The annual renewal is in late September 2021, last year insurance cost £733.20 - the lower of 2 quotes. The basis for last year's insurance was reviewed to inform what was needed for this coming year.

With uncertainty still about future lock downs or amendments to rules it was agreed that it was too early to agree to hold a Heritage Open Day one day event between 10-19 September 2022, and that FBA should confirm that it could take out one day insurance nearer the time.

FBA will not be holding a Sausage Festival in 2021 and any Christmas Event will be a joint group event. FBA will not need volunteers to help put up Christmas trees.

FBA Management Committee meetings will continue on zoom and would not need insurance.

FBA Bi-monthly meetings held 6 times a year. It was agreed that as the venues FBA is likely to use will have their own public liability insurance. Consider Impact of having a speaker. This can

be discussed with the insurance broker.

FBA Small Events (3 events, 25-30 max attendees), as with HOD FBA don't yet know what events will be possible. These would be held at local venues which should have public liability insurance. The insurance broker to be asked if we can insure these events as they are booked and whether they could be any FBA liability eg if organising a hall and using an outside provider of cheese and wine/ waiters/demonstrators or if booking a speaker.

Other questions - Do FBA have any other liabilities such as a Management Liability. Do we need any cover if FBA not doing events, what sort of cover would we need for the AGM at Fram Tech Centre?

ACTION: JW to contact Insurance Broker about FBA questions and requirements, including if FBA can buy one-off insurance for individual events and potential costs of those.

ACTION: Decision to be taken by late August for any quote requirements and decision taken by mid-September.

ACTION: If big policy not required individual insurance would need to be sought and taken out as part of any individual event planning process.

10. AOB

FBA New IT – Decision was made to keep IT simple, and FBA have informed the IT company it won't currently take up an IT contract but will contact them with any IT issues. FBA would happy to share their contact details with any member looking for an IT company, they have been very professional and a committee member has signed up with them. The new FBA laptop and software have been purchased, JW thanked LH for her assistance. Both LH and JL have offered to assist with the set up.

JW asked if there was a need to purchase a Care and Repair Plan for the laptop. It was agreed this wasn't required.

ACTION: JW will organise the laptop set up with committee help, and monitor the impact on admin before completing the grant monitoring form.

The Suffolk Coast DMO – Has a free trial 3 month The Suffolk Coast DMO membership for new members. It was agreed to inform members, with potential value for tourism and hospitality industry.

ACTION: JW to publicise in the FBA newsletter.

East Suffolk Business Association Handbook –

ACTION: To review at a later date.

FBA Planters – Have been updated and look lovely.

ACTION: JW to thank David Garnett at Garnett's Gardens

Protocol on requests to put items in newsletters –

FBA is asked by members, and non-members, to publicise organisations they are involved in, both commercial and community. The Management Committee agreed community group information could be appropriate to publish, but not non-member business news such as publicising services or offers. Information on non-members was shared on the FBA website

during Covid19 to help both businesses and community during exceptional circumstances.

Recent group requests include:

A local group asking if FBA advised they approach individual businesses to give raffle donations for a fundraiser or if FBA could ask through FBA communications. It was agreed that, from FBA experience, direct and individual approaches explaining the fundraising purpose are always more successful.

A newly formed volunteer organisation is looking for new members, it was agreed that FBA could publicise this as they had already benefitted the town in a number of ways.

A local playgroup needs temporary accommodation, this is a potential business opportunity for premises owners and it was agreed to publicise to members.

ACTION: JW to inform the groups of the best way forward and publish in the newsletter as appropriate. Where appropriate they will also ask if they wish to become a FBA member.

Katch – This new bus service runs from Framlingham to Wickham Market Station (Campsea Ashe). JS had been asked by SCC that FBA publicise this service. JW noted it had been mentioned in the FBA newsletter some time ago from information in the FTC newsletter.

ACTION: JS to forward SCC information to JW to check if the FBA email address SCC used was correct.

ACTION: JW to research the service and put in the newsletter again.

11. Next meetings

FBA Bi-monthly meetings are open to all, including non-members and community.

Management Committee meetings are open to committee members only.

Management Committee meeting at 7.00pm, on 18th August 2021. Social meeting.

FBA do not have to meet in August and December, so it had been agreed this meeting would be social. Potential venues considered

ACTION: JW to confirm numbers attending around 28th July. Venue is to be agreed and booked.

Bi-monthly open meeting and AGM, from 5.30pm, on Wednesday 22nd September at Framlingham Technology Centre. (Meeting Chair JL)

MH gave apologies in advance for the September meeting and AGM.

MH thanked everyone for attending.

MH was thanked for chairing the FBA meeting.

JS was thanked for organising the zoom meeting.

Meeting closed at 7.30pm